

Promoting Responsible Forest Management through a third party certification





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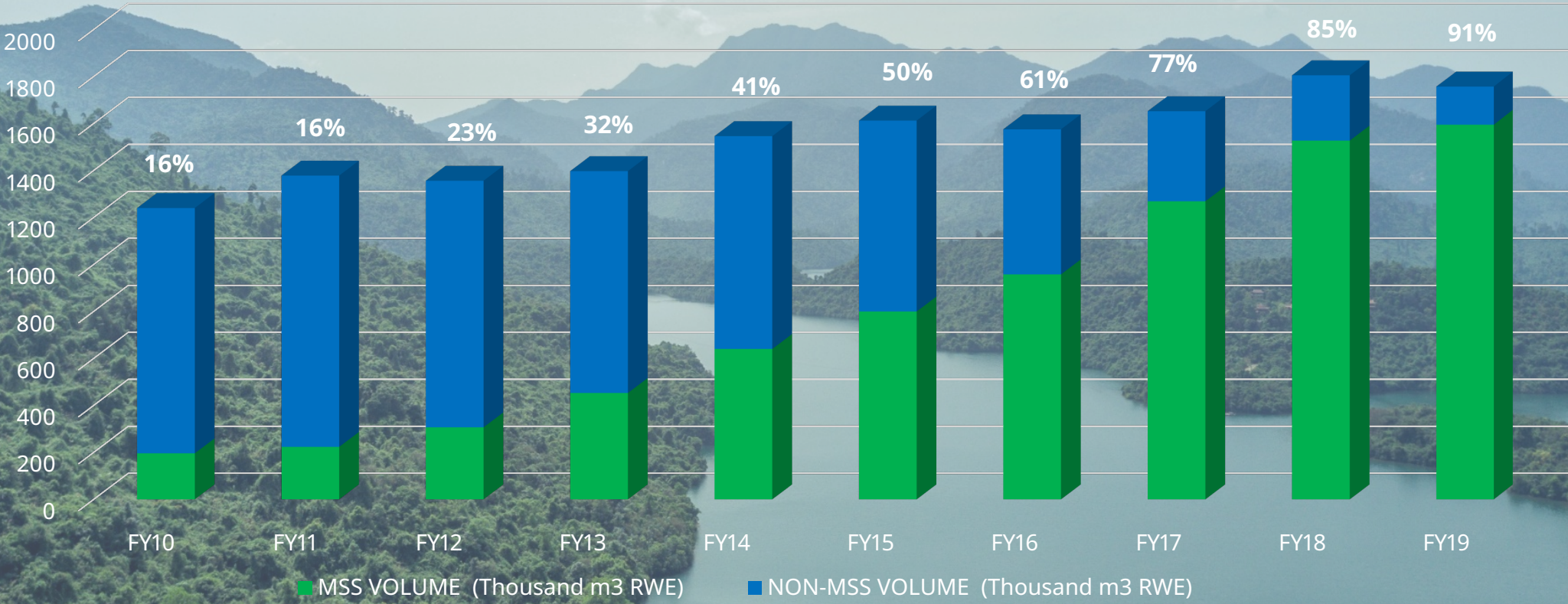
**Million m3
Roundwood
Equivalent**

1%

**World's Industrial
Roundwood**

Wood from more sustainable sources

(FSC certified and recycled wood)



Wood Sourcing Numbers

100% Wood from more sustainable sources by 2020

91% Current level of wood from more sustainable sources

100% Level achieved in risk countries in 2017

Forest Positive

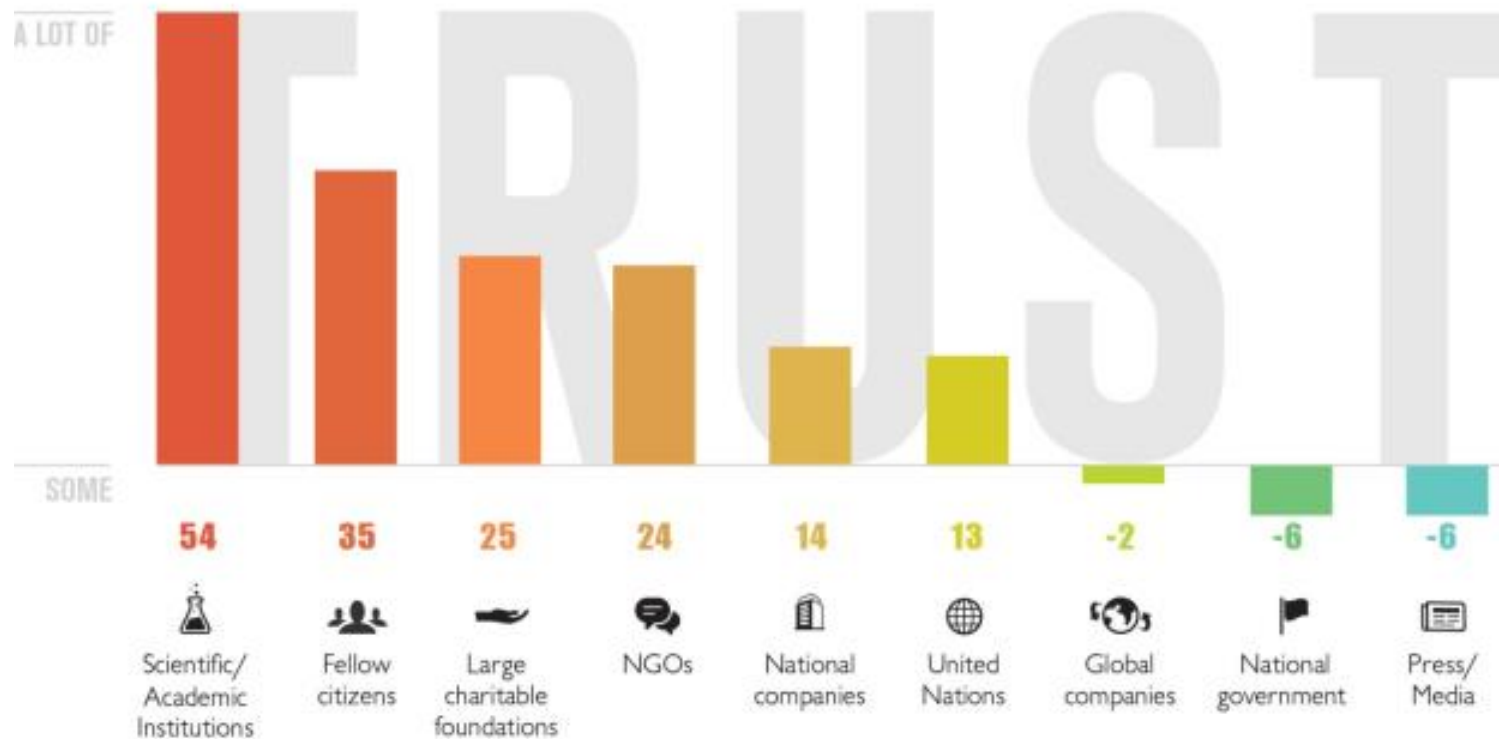
IKEA approach to improve global forest management

- Securing that **all** our wood based materials originate from more sustainable sources. This means that all the wood we use in our products will be from FSC™-certified forests or recycled wood **by 2020**. (100% in high risk areas from **2017**).
- Going **beyond our own product material needs** and promoting responsible forest management for the benefit of people and the planet. By doing so we contribute to
 - **Ending deforestation**
 - **Regenerating areas/creating future resources**



Low trust in business means collaboration is vital

Net Trust* in Institutions
Average of 20 Countries,** 2017



*"A lot of trust" and "Some trust" minus "Not much trust" a "No trust at all"

**Includes Australia, Brazil, Canada, Chile, France, Germany, Greece, India, Indonesia, Kenya, Mexico, Nigeria, Pakistan, Peru, Russia, South Africa, Spain, Turkey, UK, and USA

Q. Please tell me how much you trust each of the following institutions to operate in the best interest of our society. Would you say you have a lot of trust, some trust, not much trust, or no trust at all in...?

Main expectations for a successful certification system

- **Balanced and inclusive multi-stakeholder decision-making approach:** development of standards, management of forests, verification of performance.
- **Transparency:** publicly available reports of all Forest Management audits, information about suspended certificates, decisions on underperforming certification bodies, etc.

... this will lead to a **wider stakeholder recognition** for the system.

What's next for forest certifications?

- Certifications have not stopped deforestation. Could they lead the development of cross-commodities, landscape-based solutions?
- Could certifications be the driver for better forestry by co-creating the solution?
- How can forest certifications reach to the many people and contribute towards fighting the negativity around forest sector?

Thank you!

